



The Hospitality Industry

Chapter 8.1



The Beginning of the Hotel

- **Inns** – They were small. People shared rooms and beds. Cleanliness and food service were primitive. Bedbugs and fleas were common.
- United States and Canada
- The first U.S. grand hotel was Boston's *Tremont House*. The rate per day was \$2, which included 4 meals.



Traveling...

- **Henry Flagler**

- Responsible for the development of Florida as a resort area
- In 1869, North America became the first continent to have a rail from coast to coast.
- Hotels have been traditionally established near transportation centers.
- Europe's first luxury hotel - London



Hoteliers

- **César Ritz**

- Considered the greatest hotelier of all time

- **Ellsworth Milton Statler**

- Chain Hotel Concept
- Private baths in each room

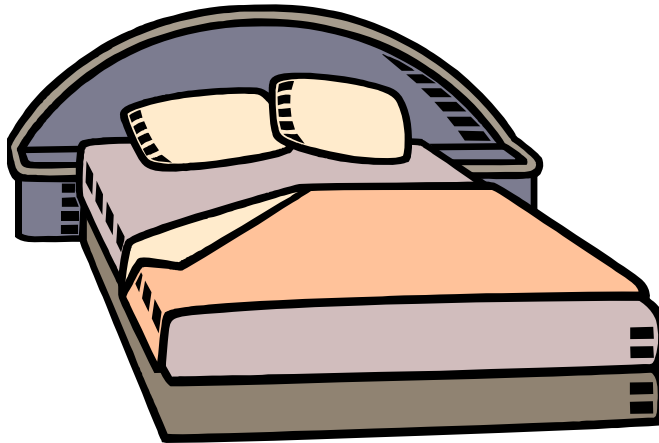
- **Conrad Hilton**

- “The Biggest Hotel Man in the World”
- Opened the Caribbean
- Catered to American Business Travelers



Capacity of Hotels

- Capacity of a hotel is counted by the number of beds a property provides





WOW!!!!!!!!!!!!!!

- In 2001, the United States had a total of **46,000** properties grossing **\$93.1** billion in revenue.



Customers

- Business Travelers
- Singles
- Convention Groups
- Families
- The Budget-Minded
- Super-Rich



Target Market

– Architecture Styles

- Square Buildings –
 - Budget-minded Traveler
- Functional Buildings –
 - Corporate Guest
- Fantasy Architecture –
 - Vacationer



Famous Names

- **Kemmons Wilson**

- Holiday Inn

- **John Portman**

- Atrium Style Hotel

